

WELLS, RICH, GREENE, INC.
CALL REPORT # 85

CLIENT: Philip Morris

BRAND: Benson & Hedges

DATE OF MEETING: 10/19/87

DATE WRITTEN: 10/19/87

WRITTEN BY: M. Malone

AT: Philip Morris

PRESENT FOR CLIENT:

S. Reich

R. Simons ✓

R. Stirlen

PRESENT FOR AGENCY:

I. Clarkson

M. Malone

Client and Agency met to review Client management comments on 1st Half 1988 advertising as well as Outdoor and POS explorations.

I. Advertising

Client advised Agency of the following comments to the individual ads in the 1st Half 1988 pool.

Mainline

- o Dog Sled spread - rejected due to modelish feel of cast and feeling that situation was too staged.
- o Art Gallery spread - rejected due to lack of environment and restrictions on smoking in galleries.
- o Camping Boots spread - approved
- o Mother of the Bride page - approved with minor retouching of woman's neck.
- o Family newspaper - approved
- o Postcard page - approved
- o Pajamas game page - preferred with small picture of woman. Agency to look at alternate large photo.
- o Nantucket page - Agency to show more faces and sense of location.
- o Wedding men page - approved
- o Joe's Bar page - approved
- o Fishing page - rejected due to lack of story and quality moment in big picture, rather than fact that man is alone.

2021151612

- o Croquet page - approved
- o Mother's Day page - approved
- o Bathroom page - approved
- o So Big page - approved

Black

- o Copper Pots spread - approved
- o Glasses So High spread - approved
- o Rainy cab spread - approved with omission of some of the rain.
- o Lilac Dress spread - Agency to show more faces and improve lighting on "bald" woman in background.
- o Hatcheck Girl page - rejected due to feeling that ad is too staged.
- o Head & Shoulders page - Agency to choose new small picture to make it more involving.
- o Male Companions page - approved
- o Thanking Gramps page - approved
- o Reading Glasses page - approved
- o Moving Day page - approved
- o Checkers page - approved

Hispanic

- o Wedding spread - approved pending balance and brightness of colors.
- o Picnic Cards spread - approved
- o Men's Breakfast page - rejected due to harsh perception of cast.
- o Aqua Dress page - rejected due to feeling that situation is staged.
- o Navajo Pillow page - rejected due to lack of story.

2021151613

- o Hispanic Piano page - Agency to revise to include more of man's face.
- o Dancing Dress page - Agency to choose new large picture to make man look less lecherous.
- o Businessmen page - approved.

Callouts

- A. Lights Box - Client advised that the logo treatment of the Lights Box callout is preferred over the straight type-treatment. It was agreed Agency will reduce the size of the logo callout and make at least one slash red under "New".
- B. Regular Cycle - Client advised that the preference was to call out the featured packing on page ads and designate "regular and menthol" in the format which is placed to the lower right of the packs. Specific agreements included:
 - featuring regular and menthol packs of the same tar level for all page ads, including Ethnic.
 - featuring 3 packings of the same flavor in all spreads with a callout of what is not shown (Black will receive the menthol family).

II. Outdoor

Client advised Agency that management believes the layouts are too complicated and are attempting to accomplish too much. It was agreed that Outdoor cannot facilitate a story. Client gave Agency direction for a new exploratory as follows:

- simplify focus of layouts by using only one person and no background.
- use people with a certain attitude (as if they were shot in the middle of doing something) rather than striving for a mood.
- Agency is to remove some of the elements in the boards, including packs, to achieve a more simplified layout.

2021151614

- colors should be brightened but should remain within the feel of the campaign.
- flat pack treatment is not preferred.
- the Branding Outdoor boards were not preferred because they are not as intrusive as the campaign approach.

III. POS

Overall, the POS directions were liked. However, it was agreed that the POS look should be determined after the Outdoor direction is established.

Next Steps

- o Agency to present new Outdoor layouts Thursday, 10/22 in preparation for management CPC meeting.
- o Agency to provide recommended 1st Half advertising pool as soon as possible. ;

2021151615